Attraqt has been a trusted partner of ours for many years, so when the opportunity rose to implement their newest technology for Search we couldn’t pass this up. We were particularly impressed by how quick and simple the implementation of the technology was, and how well it worked with our existing data feeds. We started seeing significant improvements in affected searches pretty much straight away and the results achieved over just few weeks of the algorithms running speak for themselves.

Leanne Clancy, IT Director
PrettyLittleThing
Customer Profile

PrettyLittleThing is a UK-based online fashion retailer and has been working with Attraqt since 2015. The company is owned by the Boo Hoo Group and operates in the UK, Ireland, Australia, US and France.

Market Challenge

PrettyLittleThing, like many other brands are faced with adjusting to rapid changes in how consumers shop. Not only do consumers have lower attention spans - the control of attention is consolidating around a few brands such as Amazon, Google and Apple.

Investment in search engine intelligence has been driven by increased confidence in search behaviour. Consumers now search for specific details and complex searches are fast becoming the norm. As a result, more consumers expect ecommerce sites to offer the same level of search understanding.

Attraqt's existing search engine optimises the vast majority of PrettyLittleThing's on-site searches. PrettyLittleThing, in collaboration with Attraqt, wanted to research options into how to deliver more accurate and relevant shopping experiences for the most complex and unstructured search requests. Long-tail searches are difficult to optimise though they make up 15% of the overall search volume. Often, these low confidence searches represent significant untapped revenue to the business.

The Solution

Attraqt worked with PrettyLittleThing to review search patterns on their UK and French sites. They focused on the 15% of searches that were identified as complex and longtail. For these searches, the current search algorithm was using approximations, and as a result, returning low confidence scores.

Attraqt deployed its new AI-powered search approach, collecting and harnessing all available product data, from all signals, and transformed search requests made on PrettyLittleThing site into relevant search results for the shopper.

Attraqt's AI-powered search works by scanning all available information about a product before combining natural language processing, deep learning and computer vision to build a comprehensive semantic representation of the products. Semantic representation allows the AI to understand the underlying intent in search requests and match relevant products, even if they don't explicitly mention the terms in the search request.

These self-learning algorithms now work in the background, tailoring each query to the PrettyLittleThing customer's intent and behaviour, ensuring continuous optimisation of search results and the discovery experience.

During this process, it was important for PrettyLittleThing to enable the merchandising team to have control over how the searches were managed. Attraqt's AI-powered search has given the fashion retailer flexibility to apply AI, alongside the ability to offer strategic control to the merchandiser.

In addition, AI-powered search augments PrettyLittleThing's existing Search functionalities and integrates directly with their existing data feeds in the Attraqt Platform.
Feature search
AI-powered search was able to quickly learn the association between similar looking features, such as prints, colours and material used from the images without the need for synonyms.

Visual Synonym Search
Attraqt can match features that are synonyms, but it can also extract relevant features from the images themselves, helping with missing or inconsistent data. For example, AI-driven search solution learned the relationship between ‘graphic’ and ‘print’and can identify graphic prints from the image alone.

Thematic & Subjective searches
Attraqt returns relevant results by identifying the implied intent in ambiguous searches. For example, it has learned to associate the word ‘baggy’ with oversized.

Natural Language Search
PrettyLittleThing now can identify relevant keywords in long-tail natural language requests and still return the relevant results to the shopper. For example, if a shopper searches ‘I am looking for a pink dress with long sleeves’ it now returns relevant results to the shopper.

Substitution Search
If the searched product does not exist, the AI eliminates zero results by understanding and returning available products which respond to similar intent based on association with a search theme. This way, a similarly styled product is displayed to the shopper rather than a “zero results” page.
Results
PrettyLittleThing saw transformational improvements across their search functionality across their UK and French sites:

Commercial Value
- Pretty Little Thing estimates a multi-million uplift (£) in incremental revenue generated across UK and French sites as a result of Attraqt's AI-powered search functionality
- 20% increase in conversion rates for the affected searches in the UK
- 34% increase in conversion rates for the affected searches in France.

Shopper Journey and Experience Optimization
- 97% reduction in zero results bringing it down to 0.1%
- 7% decrease in refined/rephrased searches for the UK site. Shoppers need fewer searches to find what they want
- 20% increase in value per search for affected searches in the UK
- 41% increase in PDP click rates from affected searches in the UK

Attraqt powers exceptional shopping experiences for over 300 of the world’s leading retail brands.

Attraqt's core products drive relevant and inspiring ecommerce experiences through personalization, search, recommendations, internationalization and Merchandising SaaS solutions. We enable international brands, manufacturers and retailers to optimize their eCommerce site performance by delivering exceptional shopping experiences to their customers.